

PRIMARY BRANDMARK

Augustana College

This is the primary landmark for use on stationery, printed communications and the website.

SECONDARY BRANDMARK

Augustana

This is the secondary form of the landmark and is to be used only in special circumstances such as vertical banners or materials directed to an internal audience.

CLEARSPACE



To maintain the authenticity of the landmark, do not crowd it with other visual elements. Keep a minimum clearspace around the mark of one times the x-height of the landmark. Do not use images such as domes, bell towers, etc. in direct relationship to the landmark.

AUGIE A



The Augustana A or "Augie A" is used in more informal contexts and when space is limited. The circle A is another option. *(Available in both primary and secondary colors.)*

THE AUGUSTANA MEDALLION | AUGUSTANA'S SEAL



The medallion version of the Augustana A is more formal than the simpler versions, but should not be used to replace the Augustana seal. Augustana's seal is used only in formal communications from the Office of the President, such as acceptance letters for new students and commencement communications.



AUGUSTANA'S SEAL

THE BRANDMARK

Augustana's primary landmark is the **Augustana College** word mark. Sometimes the word **Augustana** is used alone, and sometimes only the **A**, depending on the context. The **A** is symbolic of architectural shapes and windows found in buildings historic and new, all across campus.

The college's primary landmark and all of its forms represent the college's academic program and overall identity.

The Viking logo and all subsets of the athletic identity are specific to the athletic program (*see other side*).

To access EPS, JPG and PNG files of these marks, go to augustana.edu/brandtoolbox. See usage notes, below.

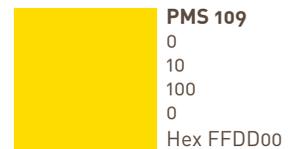
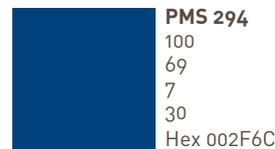
USAGE

When you use the landmark in any of its forms, maintain its authenticity and **do not alter it in any way**. For example, do not change the color, change the proportions by stretching the length or height, attach words or other visual elements, or create a new version of the landmark as a logo for your club, team, office, etc. Keep a minimum clear space around the mark of one times the x-height (the height of lowercase letters) of the landmark. On a page, the landmark should appear on the **RIGHT** side (preferably lower third) of the page. The landmark **should not be used smaller than 1.75 inches** in width.

Colors for use with landmark include **PMS 294, 109, 2144, 7532, black** or **white** (reversed).

PRIMARY COLORS

Blue and gold are the core colors for Augustana College. The primary landmark should only be reproduced in these colors.



SECONDARY COLORS

Pantone colors: 2144, 2915, 2707, 7532, 2627, 2081, 270, 7528, 7708, 343, 397, 7421, 7628, 7580 and Warm Grey 1.

FONTS

Primary: **DIN** (when *DIN* is unavailable, use **Arial**)

Secondary: **BEMBO** (when *BEMBO* is unavailable, use **Garamond**)

AUGUSTANA VIKING PRIMARY LOGO



ATHLETIC GRAPHICS

The Augustana athletics graphics and wordmarks are designed to correspond with and complement the Augustana College graphic identity, and may be obtained from the **Office of Communication and Marketing**. For assistance with projects such as notecards and clothing orders, please contact the Office of Communication and Marketing. For EPS, JPG and PNG files of these marks, go to augustana.edu/brandtoolbox.

The **Augustana Viking primary logo** was developed in 2011 as a visual representation of Augustana's Scandinavian heritage and the values of our intercollegiate athletics program. Like our student athletes and coaches, the Augustana Viking is a strong, focused and proud member of a cohesive team.

The logo depicts a more historically accurate Viking than the previous rendering, and its design was inspired by archeological evidence and relics found on Viking armor and weaponry. Enthusiasts of the dramatic yet historically inaccurate horned Viking may spy a "horn" hidden at the front of the helmet. Others may see an "A" formed by the cheek and nose guard meeting at the helmet's peak.

The **secondary athletics identity** mark closely mirrors the Augustana College word mark by combining the Augustana "A" and "C". This device may be used in lieu of the Viking series of brandmarks as shown.

Wordmarks — The Augustana athletics graphics and wordmarks have been designed to correspond with and complement the Augustana College identity program.

PRIMARY COLORS

Navy (PMS294) and **gold** (PMS109) are two primary colors in the Augustana College identity program. The marks, graphics and text shown in this guide may also appear in black and white when necessary.

SECONDARY ATHLETICS IDENTITY



WORDMARKS



Augie

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